

October 17, 2017

Agents & Brokers: Selling in the Marketplace

HealthCare.gov

Marketplace News for Agents & Brokers

Are You Ready for Open Enrollment?

Only three weeks left before plan year 2018 Open Enrollment begins on November 1, 2017! Are you prepared to assist consumers? Check this list to be sure:



Remember that your **plan year 2017 Marketplace Agreement(s) expire on October 31, 2017**. Make sure you [complete plan year 2018 registration and training](#), including signing the applicable Marketplace Agreement(s), to avoid delays in assisting consumers.

Need help navigating the agreement modules? Check out this new [Marketplace Agents and Brokers Agreement Job Aid](#) for step-by-step

IN THIS ISSUE

- [Are You Ready for Open Enrollment?](#)
- [Get Sales Leads When You Register with the Marketplace this Year](#)
- [Find Local Help Enhancements](#)
- [Special Enrollment Periods for Individuals Impacted by Recent Hurricanes](#)
- [Plan Ahead for HealthCare.gov Maintenance Windows](#)

Upcoming Events

The Centers for Medicare & Medicaid Services (CMS) is hosting multiple upcoming webinars to help you prepare for Open Enrollment, including:

[“Health Insurance Marketplace Updates for Agents and Brokers”](#)

- Weekly on Wednesdays 9/13/17–10/25/17, 1:00 PM–2:00 PM ET

guidance on how to complete, sign, and submit electronic Marketplace Agreements.

Get Sales Leads When You Register with the Marketplace this Year

We are pleased to announce the Marketplace is adding a Help On Demand service this year to help consumers connect more quickly with licensed agents and brokers registered with the Marketplace for plan year 2018.

What is Help On Demand?

Help On Demand is a sales lead generation service operated by BigWave Systems that connects consumers seeking application and enrollment assistance with Marketplace-registered, licensed agents and brokers in their area who can provide immediate assistance with Marketplace plans and enrollments. Only licensed agents and brokers with a valid health line of authority who have completed Marketplace training for plan year 2018 and signed the applicable Agreements with CMS are eligible to participate in this new service.

How does it work?

Consumers may access the Help On Demand service from Find Local Help on HealthCare.gov. Once on the Help On Demand site, consumers will enter their contact information, and Help On Demand will match them with an agent or broker who is available, speaks the consumer's language, and is licensed in the consumer's state. If more than one agent or broker meets these criteria, the service directs the referral to the agent or broker who is geographically closest to the consumer. Help On Demand then alerts the agent or broker via text or email that a referral has been received. If the agent or broker

- Weekly on Wednesdays
11/8/17–12/13/17, 1:00 PM–1:30 PM ET

Go to www.REGTAP.info to find more information and register.

Recently Released Resources

Visit the [Agents and Brokers Resources](#) webpage for up-to-date information, including these helpful resources:

- [Marketplace Agents and Brokers Agreements Job Aid](#)
- [CMS Marketplace Updates for Agents & Brokers Webinar Slides](#)
- [Agent/Broker Marketplace Help Desks and Call Centers](#)

Stay Connected

Here are some other ways you can stay in-the-know on Marketplace updates:

- Join the agent/broker community on [LinkedIn](#)
- Follow @HealthCareGov on [Twitter](#)

Contact Us

Agent/Broker Email Help Desk:

FFMProducer-AssisterHelpDesk@cms.hhs.gov

(for policy questions, escalated registration questions, or issues with your ID proofing, the Registration Completion List, and Find Local Help), Monday–Friday, 8:00 AM–6:00 PM ET.

Marketplace Service Desk:

855-267-1515 (for CMS Enterprise Portal account issues, password resets, and general registration questions), Monday–

accepts the referral within 15 minutes, he or she can then reach out directly to the consumer to provide enrollment assistance.

How can I participate in this service?

Training and registration for the Help On Demand service will open late October 2017. Only agents and brokers who have completed Marketplace training and registration for 2018 will receive an exclusive email inviting them to participate in the service. After successfully completing the Help On Demand training, you will receive a secure link to activate your Help On Demand account with BigWave Systems, complete your profile, and begin receiving sales leads from consumers in real time.

Consumers can begin using the service when Open Enrollment begins on November 1, 2017.

More information will be provided in the upcoming weeks. Attend upcoming webinars, and check your [Marketplace email subscription preferences](#) to make sure you stay up-to-date!

Find Local Help Enhancements

There are many exciting improvements to the Find Local Help tool for plan year 2018, including:

- Ensuring Marketplace-registered agents' and brokers' contact information shows immediately when consumers conduct a search for assistance without having to click away from current default Navigator/Assister search results
- Adding a five-year participation indicator next to agents and brokers who registered with the Marketplace in the first four Open Enrollment periods and who register again this year

Friday 8:00 AM–8:00 PM ET;
Weekend hours in October–
November: Saturday & Sunday
10:00 AM–3:00 PM ET.

Agent/Broker

Training/Registration Email Help Desk:

MLMSHelpDesk@cms.hhs.gov
(for technical or system-specific
issues related to the Marketplace
agent/broker training/registration
system), Monday–Friday, 9:00
AM–5:30 PM ET.

Individual Marketplace

Agent/Broker Partner Line:

855-788-6275 (for Individual
Marketplace consumer account
password resets, special
enrollment periods not available
online, and eligibility and
enrollment issues). Open 24/7.
Enter your NPN when prompted
to enter an ID number.

SHOP Call Center: 800-706-
7893 (for all SHOP Marketplace
inquiries), Monday–Friday, 9:00
AM–7:00 PM ET.

- Giving Marketplace-registered agents and brokers the option to be listed in all states where they hold a valid health insurance license

For more information, join the October 25, 2017 session of our “Health Insurance Marketplace Updates for Agents and Brokers” webinar series. Register now at www.REGTAP.info.

Special Enrollment Periods for Individuals Impacted by Recent Hurricanes

As a result of Hurricanes Harvey, Irma, and Maria, CMS will make special enrollment periods (SEPs) available for Medicare beneficiaries and certain individuals seeking Marketplace coverage.

The Marketplace SEP will apply to individuals who experienced a qualifying event between 60 days prior to the start date of the incident period and December 31, 2017, but who were unable to complete the application, plan selection, and enrollment process due to a hurricane-related weather event in 2017.

Additionally, individuals who reside in or move from affected areas will be eligible for an SEP that extends the plan year 2018 Open Enrollment period through December 31, 2017. These individuals may contact the Marketplace to request enrollment using this SEP after December 15, 2017.

For more information, [read the full CMS press release](#).

Plan Ahead for HealthCare.gov Maintenance Windows

Every year, there is planned downtime to ensure [Healthcare.gov](https://www.healthcare.gov) continues to run optimally. Like other IT systems, these maintenance windows are how we update and improve our system and are the normal course of business.

Mark your calendars with the following planned HealthCare.gov maintenance windows:

- **Wednesday, November 1:** Overnight maintenance to ensure all systems are a go before Open Enrollment begins. The exact time is TBD, but we expect HealthCare.gov to be up and running before morning business hours begin.
- All **Sundays EXCEPT** December 10:
12:00 AM – 12:00 PM ET

Note that these times are the maximum potential maintenance windows if they are needed. As it has been in the past, CMS anticipates the actual downtimes will be shorter while we work to minimize disruption for you and your customers.

Agents and brokers registered with the Marketplace for the 2018 Open Enrollment period will receive weekly updates notifying them of more precise planned maintenance windows scheduled for each Sunday.

This message is paid for by the U.S. Department of Health and Human Services. It was created and distributed by the Centers for Medicare & Medicaid Services. You're receiving this message because you signed up for email updates from the HealthCare.gov Team. You can [update your preferences](#), [receive fewer emails](#) or [pause emails](#) until the next Open Enrollment period, or use our [1-click unsubscribe](#) to stop receiving messages from the HealthCare.gov Team. Please contact support@subscriptions.cms.hhs.gov if you have questions or problems with your subscriptions.

